

Tobacco Disparities Conference Call Notes
January 12, 2006
11:00-Noon

Present:

Adams: Karen Potts
Asotin: Kelly Jorgenson
Benton Franklin:
Chelan Douglas:
Clallam: Rachel Anderson, Rebecca Winn
Clark: James Lanz
Columbia: Vickie Hodgson
Cowlitz: Shannon Gourley
Garfield: Lisa Dixon
Grant: Alana Tebow,
Grays Harbor:
Island:
Jefferson:
King: Michele Hammond
Kitsap: Kelly Baze
Kittitas: Sarah Bedsaul
Lewis:
Lincoln:

Mason:
NE Tri:
Okanogan: Crystal Fowler
Pierce:
San Juan:
Skagit: Carol Hawk,
Snohomish: AT Martinez
Spokane:
Thurston: Patricia Coloma
Wahkiakum: Linda Hartung
Walla Walla: Susann Bassham
Whitman:
Yakima: Susan Martin, Ann Marie Default
Statewide: Annette Anquoe, Brandy Flood,
Erik Janson, Amber Talbert, Julie Scholer,
Kennethia Ishman, Brandy Moran
DOH: Dave Harrelson, Julie Thompson,
Paul Davis, Carla Huyck, Scott Shoengarth

Upcoming Calls

**April 13 call has been rescheduled to Thurs, April 27, 2006 from 11:00-Noon,
Call in number – 866-393-8073, Password – *2969413* (asterisk before and after)**

DOH Updates

- **New materials on TPC websites – Dave Harrelson**

Dave announced that a number of new resource have been posted on the TPC disparities web pages on the public and contractors' websites (look for *High Risk Populations*). TPC is preparing a bulletin to raise awareness of the program's statewide disparities work. The first issue focuses on the statewide disparities strategic plan and the state tobacco plan. The second issue will focus on the work of the disparities contractors and the new data and data fact sheets that will be available about tobacco use in diverse communities. The third issue will focus on making cessation approaches more culturally sensitive and the final one for this year will focus on the disparities work of county, ESD contractors, followed by an issue on efforts in tribal communities. These bulletins are available on the public and contractor's webpages and are meant to be shared with community organizations, community leaders and local and state policymakers.

Other materials newly posted to the websites:

- Disparities Contractors contact info (contractors website)
 - Case studies on working with diverse communities (contractors and public websites)
 - Disparities bulletins (contractors and public websites)
 - Disparities conference call and TDAC minutes (contractors' site only)
- **TATU – Carla Huyck**
TPC and the American Lung Assn have met with the NW Portland Area Indian Health Board and a committee of tribal representatives to make TATU more culturally appropriate for Native American (tribal and urban) populations. The committee includes: Brandy Moran (NPAIHB), Deborah Parker-George (Tulalip), Annette Anquoe (Seattle Indian Health Board), Brent Grider (Muckleshoot), Diane Sekaquaptewa (Yakima), and Kathy Charles (Lummi). The goal is to

have initial work ready for review at the Tribal Tobacco Coordinator's meeting, March 23, then have materials ready for use by July 2006. Tribes planning to do TATU were encouraged to contact their local Lung Assn rep or the Brandy from the NW Portland Area Indian Health Board for ideas. The committee has already met once and has a great start on how the tribal TATU will come together. Jamie Zenter of SeaMar has worked with SeaMar staff to adapt activities within TATU to Latino youth.

- **Media Campaigns – Scott Shoengarth:** TPCP has funded GMMB (the program's media relations firm) to work with the program's disparities contractors and the 27 tribal contractors on media strategies and materials for use in their communities. GMMB worked with the five disparities contractors last SFY.
 - Disparities Contractors – GMMB will work with the five contractors to identify community-specific strategies and materials for campaigns in each community. Planning has begun. GMMB will meet with each of the contractors in the coming weeks to determine tasks, roles and responsibilities and timelines. An update will be provided during the next Disparities Conference call. The hope is that materials and strategies created will be utilized by other contractors in their communities, as appropriate in SFY 2007. Initially these themes include:
 - Latino – some cessation, some SHS
 - Urban Indian – mainly SHS, possible cessation
 - African American – SHS, some cessation (may piggyback on the state African American TV ad on SHS)
 - LGBT – cessation
 - Asian Pacific Islander - SHS
 - Tribal contractors – GMMB will work with the NW Portland Area Indian Health Board (NPAIHB) to develop media strategies and/or materials for use in tribal communities. NPAIHB will convene an advisory committee of tribal tobacco coordinators to participate in the planning process. Annette of the Seattle Indian Health Board will also participate to provide input such that the work might potentially be used in Urban Indian settings. GMMB and NPAIHB will connect by phone Jan 13th to determine timelines and tasks.
 - One of the TPC's new secondhand smoke ads has African American actors. The ad shows a mom with a sick child. The mom, is smoking, while she is calling the school to say her child is sick again and she doesn't know why.
 - GMMB will be promoting the final two weeks of the 18-29 Quitline promotion statewide but is also promoting the campaign though KDNA radio in Yakima. GMMB is also updating the *Be a Smokefree Family* brochure for the WIC program. They are also producing this in Spanish. Scott was unsure how the translation would occur, but Kennethia requested that the members of her coalition be able to review it before it is printed. Scott agreed. Callers also asked if a sample of the brochure could be sent to them so they know what is being sent and/or be able to order the brochures from the clearinghouse. The answer to both was yes.
 - Dave announced that the 1-2 versions of the No Smoking signs, originally created in English, are available on the web in Spanish. The API contractor (Asian Pacific Islander Coalition Against Tobacco – APICAT) has been asked to help translate one of the signs to Korean, Vietnamese, Japanese, Chinese. Rachel asked if a letter could be produced so it could accompany the poster when it is distributed to API businesses. Dave said he would work with APICAT and Julie Pyatt to see what could be done.
 - Scott announced that in the RFP for the new ad firm (currently its Sedgwick), the proposals needed to indicate how they would address needs in rural and culturally diverse communities.
 - Scott also announced that the new SHS ads could be viewed at www.secondhandsmokesyou.com. Posters are also being sent to large apartment complexes and will soon be available through the clearinghouse.

- James of Clark announced that TPC had agreed to provide Skamania with a CD of the radio spots to and a DVD of the TV spots so they could be played locally since they do not have access to WA state media.

Contractor Updates

Verbena - LGBT

TPC emailed contractors about the opportunity, through Verbena, for LGBT organizations in various counties to apply for CAP (Community Action Projects) for SFY 2006. Interested counties or those with questions should contact Erik (erik@verbenahealth.org)

Clark County

SeaMar staff have begun to adapt TATU to Latino communities (see TATU above). Jamie Zenter of SeaMar has identified ELL (English Language Learners) classes as a great place to reach a variety of people from different cultures. Clark tobacco staff have also arranged a TA visit from the Center for Multicultural Health (statewide disparities contractor) to assess how the county can better reach out to and partner with African Americans in Clark county.

Snohomish County

Has begun to work with community colleges to set up cessation classes in Spanish. Dave encouraged Snohomish county staff to contact Kennethia or Jamie Zenter (Latino disparities contractors) to ensure efforts and support are coordinated.

Wahkiakum County

Has had challenges with the new smokefree law in rural communities. This challenge is recognized by TPC staff, but compliance with the law has been good statewide.

Short and Long-term Priorities in Addressing Disparities

- Dave encouraged callers to state any areas the TPC should prioritize, related to health disparities in SFY 2007 and beyond. He stated that TPC is working with its Tobacco Disparities Advisory Committee (TDAC) to update the original 2-3 year objectives within the state's disparities plan and would welcome local contractor input. He encouraged contractors to email him with further ideas as this is the time to influence TPCP's future work on health disparities.
- James Lanz identified rural, blue collar and low income pregnant women.
- Dave encouraged contractors to review page 7 in the new SFY 2007-08 Workplan Workbook they just received to see new expectations TPC has of local contractors related to addressing health disparities. This topic will be discussed at length at the regional meetings in Feb. Paul stated that contractors should review page 7 to gain a better understanding of the populations affected by health disparities.